

Early life
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Masaru Iwata

- After graduating, he worked at Photo Chemical Laboratory
- Later he was a member Imperial Navy Maritime Research Corporation and also served in the Navy
- He left the navy and founded a radio repair shop



What is Sony
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- Sony Corporation
- One of the leading manufacturers of electronic products, born as Tokyo Tsushin Kogyo K.K. and eventually changed its name to Sony Corporation
- Sony is broken down to different segments
 - Sony Computer Entertainment
 - Sony Pictures Entertainment
 - Sony Music Entertainment
 - Sony Mobile Communications
 - Sony Financial

Sony Pictures Entertainment
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Sony Pictures Entertainment Inc. (SPE) is the film production, distribution and TV department of Sony.

SPE formed in 1988 with Sony, a subsidiary of Columbia Pictures Entertainment Inc.

In 2002 it had \$100 in the world market, made up of 40% and has had many notable releases like Spiderman, The Matrix and The Hit Man book.



Sony Mobile Communication

In 2012, Sony entered the business with Android operating system, starting from Xperia.

Sony Mobile Communication has the first iPhone.



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Akiro Morita

- Born in Kōzuyama, Japan
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Sony Computer Entertainment
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- Sony Computer Entertainment is best know for its production of Playstation consoles.
- Firstly, Playstation was an add-on for Nintendo.
- First Playstation console was released in 1994 and took 63% of the global market.
- Sony followed with Playstation 2 in 2000 and became the most successful console of all time.



Sony Music Entertainment
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- Sony Music Entertainment (SME) or Sony Music is the second largest music company in the world.
- It is controlled by Sony Corporation in America and owns rights to some of the largest names in the music industry.
- CBS Record Group was bought by Sony in 1987 for \$1,215,000,000 and eventually merged with the Sony to create in 1991.




Sony Financial Services

In 2006, it was the most profitable of Sony's businesses, earning £106,500,000 profit.

Sony Financial Holdings is the company in charge of Sony's Financial Services and is headquartered in Tokyo, Japan.

It oversees the operation of Sony Life (in Japan and the Philippines), Sony Assurance, Sony Bank and Securities.



A period of loss

Sony lost nearly \$10B over 8 years. In its latest earnings report, the company announced that it had sustained a net loss of \$1.246 billion during the fiscal year ending March 31, 2014. In the same earnings report, the average of Japanese electronics producer a 34% net loss for the 2014-2015 fiscal year. Combined with the previous seven years of disappointing numbers, Sony has sustained nearly \$1.4 trillion in losses over 15 years.



Impact

Sony has an extremely wide impact on economy in its sectors, in fact changes in its productivity or blocks due to cyber attacks or other reasons have caused to Sony and all affiliated company millions of loss.



Net Worth

Thanks to actual CEO Kazuo Hirai Sony managed to recover from the period of recession and it has now a \$7 billion net worth and it has become the 3rd most important technology and IT production company.



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SONY
make.believe

Sony Ericsson: Marketing the Next Music Phone

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Sony Pictures Entertainment

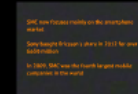
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- Sony Pictures Entertainment Inc. (SPE) is the film production, distribution and TV department of Sony.
- SPE started in 1989 with Sony's acquisition of Columbia Pictures Entertainment for £2,131,796,600
- In 2011 it was third in the world movie studios ranking and has had many notable franchises like Spiderman, The Matrix and The Men in Black



Sony Mobile Communication

- In 2001, Sony entered into business with Swedish company Ericsson, forming Sony Ericsson.
- SMC faced heavy competition from the first iPhone



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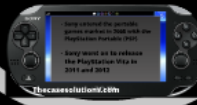
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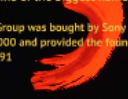
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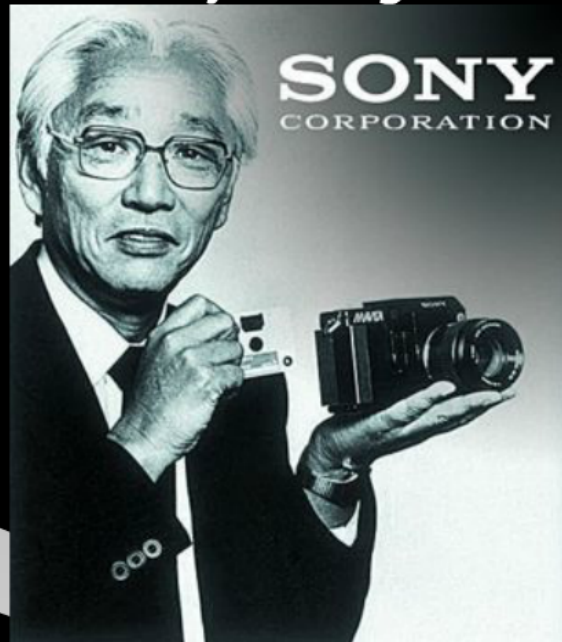


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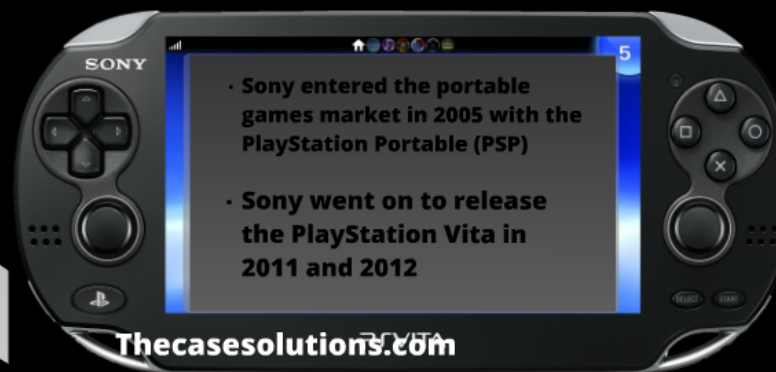
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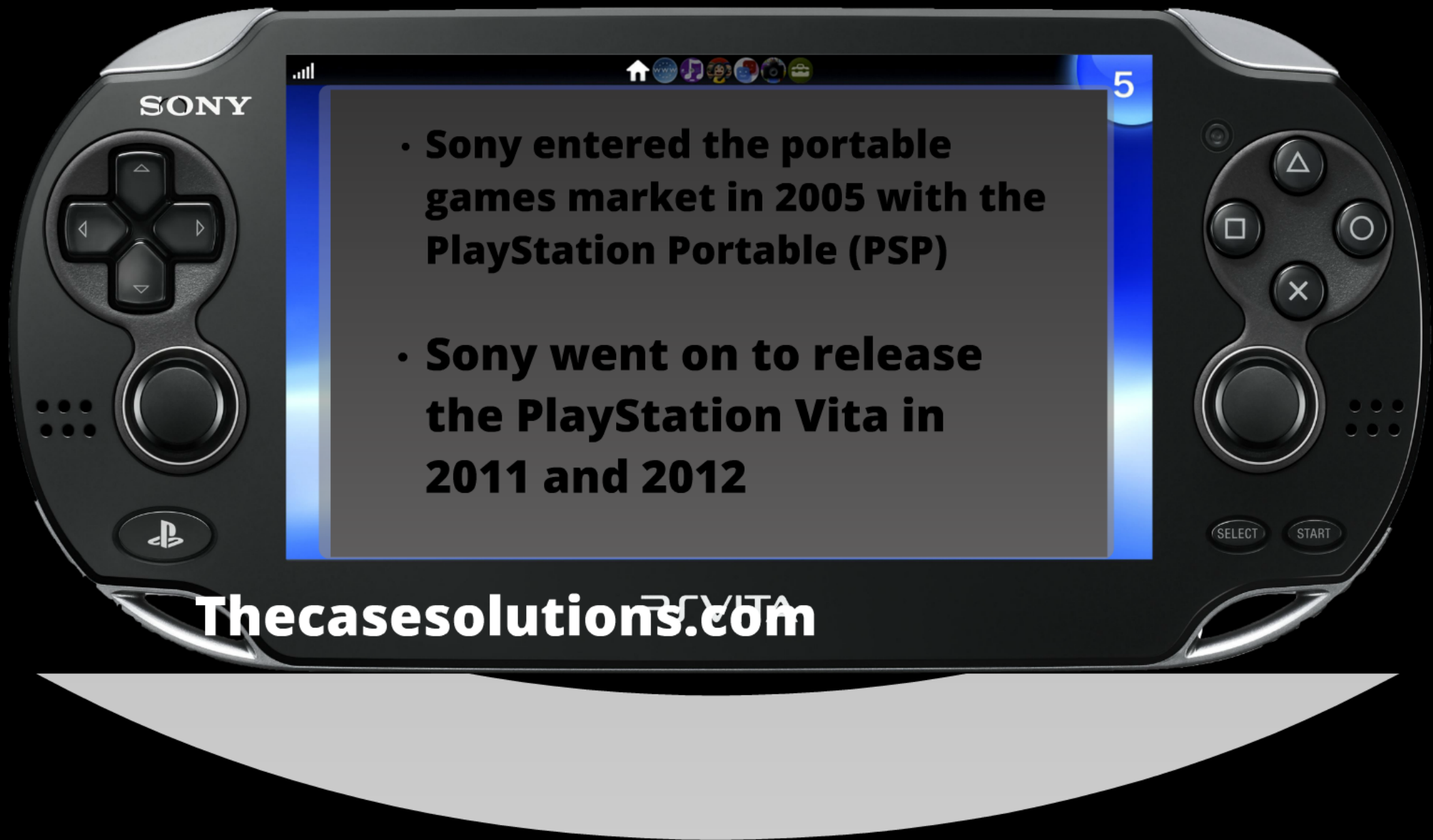
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- Sony entered the portable games market in 2005 with the PlayStation Portable (PSP)
- Sony went on to release the PlayStation Vita in 2011 and 2012

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SONY MUSIC

£630 million

In 2009, SME was the largest music company in the world

A period

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